

CLAIMS:

1. A search template for a web portal search engine of the internet, wherein said template is capable of use by a mobile user, said template being in the form of a search index
5 capable of carrying pre-determined information and coding instructions and being both capable of use for composing an alphanumeric message for broadcast, and capable of use for interpreting a received message, by the mobile user on a mobile phone, said message being transmitted through a mobile phone network and a server gateway, with electronic transfer of a message to (and from) the said search engine, there being no need for the mobile user to
10 have an internet address.
2. A search template for a web portal search engine of the internet, as claimed in claim 1, wherein said template permits the sending of coded instructions for alteration of content of an internet webpage by one of: addition of information thereon, deletion of
15 information therein and modification of information.
3. A search template for a web portal search engine of the internet as claimed in claim 1, wherein the mobile phone is connected to a mobile phone network which is a GSM network, and the network is connected to a network gateway which is connected to the server
20 gateway.
4. A search template for a web portal search engine of the internet as claimed in claim 3, wherein the network gateway is an SMS server gateway.

5. A search template for a web portal search engine of the internet as claimed in claim 4, wherein the SMS server is the web server for the web portal.

6. A search template for a web portal search engine of the internet as claimed in claim 1, wherein said template is capable of presentation in printed and human-readable format.

7. A search template for a web portal search engine of the internet as claimed in claim 1, wherein said template incorporates coding enabling the addition of security coding to the broadcast message and enabling the decoding of a received broadcast message.

8. A search template for a web portal search engine of the internet as claimed in claim 1, wherein said template incorporates coding for sequential and serial receiving and broadcasting of messages containing information to and from a mobile user, said information in second and subsequent messages being dependent on the information in the first broadcast or received message.

9. A search template for a web portal search engine of the internet as claimed in claim 1, wherein said alphanumeric message, when sent by the mobile user, is generated using a keypad of a mobile phone and the message is broadcast as an SMS message.

10. A method of downloading and uploading information between a mobile phone and the internet, said method including:

providing an internet server gateway for receiving and sending messages to an mobile

network gateway;

providing a template for use by the mobile user, said template being in the form of a search index capable of carrying pre-determined information and coding instruction and being both capable of use for composing an alphanumeric message for broadcast, and capable
5 of use for interpreting a received message, by the mobile user on a mobile phone, said message being transmitted through said mobile phone network and server gateway, with electronic transfer of said message to (and from) the said search engine, there being no need for the mobile user to have an internet address;

using said template for composing and encoding broadcast messages and decoding
10 received messages on the mobile phone.

11. A method of downloading and uploading information between a mobile phone and the internet, as claimed in claim 10, wherein the mobile phone network is a GSM network, and the network is connected to a network gateway which is connected to the server
15 gateway.

12. A method of downloading and uploading information between a mobile phone and the internet, as claimed in claim 10, wherein said template permits the sending of coded instructions for alteration of content of an internet webpage by one of: additon of information
20 thereon, deletion of information therein and modification of information.

13. A method of downloading and uploading information between a mobile phone and the internet, as claimed in claim 10, wherein the network gateway is an SMS server gateway.

14. A method of downloading and uploading information between a mobile phone and the internet, as claimed in claim 10, wherein said template is in printed, human readable format.

5

15. A method of downloading and uploading information between a mobile phone and the internet, as claimed in claim 10, wherein the SMS server is the web server for the web portal.

10 16. A method of downloading and uploading information between a mobile phone and the internet, as claimed in claim 10, wherein said template incorporates coding enabling the addition of security coding to the broadcast message and enabling the decoding of a received broadcast message.

15 17. A method of downloading and uploading information between a mobile phone and the internet, as claimed in claim 10, wherein said method further comprises the step of further using the template to encode a message for broadcast, or for interpreting a message received, wherein said message information is dependent on the content of a previously sent or received message.

20

18. A method of assembling a database of users, said method including the steps of:

a. downloading information to a mobile phone via the method as claimed in claim

13;

b. uploading a message from a user in response to the information contained in the

[illegible]

5

- e. repeating the above four steps for a plurality of users.

10

being stored on the SMS server.